

u
n



The age of
ENTANGLEMENT

t
a
n
g
l
e

As if starting and then scaling a B2B tech company wasn't challenge enough, the increasing number of complicating factors required to enable your growth are, well... complicated.

Not least, the fundamental changes that determine new norms in B2B selling and tech buying.

The Age of Entanglement recognises that business pressures are now compounded by much broader societal, generational and B2B industry changes – impacting upon what buyers want from a tech 'brand' – factors you **must** now wholeheartedly embrace.

What was once considered the domain of B2C, delivering an **enhanced brand experience** is now pivotal to how your business, product or service is perceived – be that SaaS, PaaS, IaaS and more.

But it doesn't stop there.

*B2B buyers now expect **evolved experiences** in an multichannel world of marketing and sales, meaning you need to be **unambiguously clear** as to who you are and what you're for.*

Differentiated for your investors – and **distinct** from your competitors.

But delivering on this (and more as we'll see), with little or no previous marketing need or experience to date, makes for one massive headache. So how do you begin to unpick this knotty, tangled problem?

OTM is privileged to work with some of the UK's most exciting B2B tech businesses and our recent experiences and observations are brought together here.

We'll show that by understanding the new and developing factors now at work, we can help you disentangle the miasma to ensure renewed clarity of vision and purpose as you begin to scale.

We understand

B2B

Marketing



WE UNDERSTAND**GROWING COMPLEXITY**

At OTM, we're witnessing first hand the increasing complexity of considerations facing **B2B tech** businesses as they look to consolidate and expand their presence in the market. While both external and internal in nature, these pressures are inexorably tied together, often leading to frustration (and at times tensions), when all businesses owners and investors really want to focus on, **is growth**.

We understand these differing strands and how they act upon each other, giving you the **head-space, clarity** and **focus** to move your business forward.

- The complex strands of **Brand Differentiation**
- The twisted threads of **Lead and Demand Generation**
- The knotty problem of **B2B Sales Enablement**
- The tangled web of **Channel Marketing**

u

n

The complex strands of
BRAND DIFFERENTIATION

t

a

n

g

l

e

THE COMPLEX STRANDS OF

BRAND DIFFERENTIATION

We get it. With the desire to push forward and grow your B2B tech business, we understand that reappraising (and potentially re-engineering) your brand, can feel like a frustrating and even needless exercise that will take-up precious resource and time you simply don't feel you have.

However, you're now not only jostling for attention with more established and better funded competitors, but the way you present your business proposition may need to adapt and diversify to ensure **relevancy** – not only for your **niche audiences**, but to attract investors and Venture Capital as you look to scale and continue your growth journey.

TANGLED THREADS

EVEN GREATER EXPECTATIONS

There are well-documented changes in not only how we all now work, but also how B2B tech products and services are bought and sold. With the focus squarely on ‘hybrid working’, the move to ‘digital conversations’ and ‘remote selling’, we’re in danger of overlooking the solid brand frameworks required to create market **differentiation** for your investors – while ensuring you **stand-out** from your competitors.

*As highlighted recently, “In early adopter markets, competing companies focus on developing category awareness. In the move to the mainstream, the challenge is about **competing with bigger and better-funded competitors**”.*

– Forbes [↗](#)

B2B tech can be reluctant to address niche audiences. It’s easy to see why. Budgets are tight and teams generally small, so the ‘needs of the many’ outweighs the ‘needs of the few’ can feel safer. The unforeseen consequence is that brand propositions and messages that ‘speak to all’ are highly homogenised, diluted and ultimately, ineffective in gaining cut-through and sales.

DISENTANGLED**UNAMBIGUOUSLY CLEAR**

OTM has specialist knowledge and experience of B2B technology marketing. From SaaS & technology companies to wealth, finance and management consultants – we help our clients **build better brands**. Creating genuine connections with audiences – even those notoriously hard-to-reach segments.

We achieve this through **‘Human Affinity’**, our unique approach to audience insight. It is about getting as close to your customers as possible to discover what’s really driving them, whether that’s by talking to them directly, or via your sales teams and other internal stakeholders to unlock valuable insight.

By having this deeper understanding of audiences at a **human** (not just business) level, we can develop engaging brand stories that build and sustain powerful bonds with your target audiences.

The resulting **Brand Framework** is audience-insight led, setting-out the inspiring articulation of the brand story while the **Messaging Framework** is focused specifically on meeting the needs of your audiences.



The twisted threads of
**LEAD AND DEMAND
GENERATION**

THE TWISTED THREADS OF**LEAD AND DEMAND GEN**

Frequently confused or used interchangeably, it's important to **understand the difference** between the terms, but more significantly, acknowledge that gaining semi-qualified leads is now arguably secondary to driving a new kind of demand for **your solutions**.

In truth, **it's really messy out there**.

Buyer journeys are no longer linear and purchasing teams can comprise 10 or more individuals with distinct tasks to tick-off and differing roles to perform.

The **'flip'** required is to focus less on hoped for **leads** with a possible need – to creating tangible **demand** for your products, services or solutions by whole purchasing teams.

TANGLED THREADS

THE GENERATION GAMES

The thinking around B2B growth strategy is rapidly evolving. Until recently, businesses were laser-focused on lead volumes – how to identify, convert and qualify them, but **this thinking is changing**. The focus has begun to alter to consider creating demand from buying groups, personalised buying experiences and more. Let's face it, kicking the habit of diving straight into lead gen campaigns is ingrained in the sector and weaning businesses and marketers off a 'leads-first' approach while under pressure to deliver quick results is a really tough ask, requiring a **pivot in our thinking** from selling to buying.

“The single biggest challenge of selling today is not selling, it is actually our customers' struggle to buy.”

– Brent Adamson, New B2B Buying Journey & its Implication for Sales, Gartner

As a result, 'awareness' is no longer the great marketing intangible or the first awkward step in a now defunct linear buying process – **it is the driver to create demand** for **your** products, services and solutions.

DISENTANGLED**DEMAND ATTENTION**

OTM's ability and track record to **build better brands** also sits squarely with this necessary reappraisal of demand gen strategies.

Demand generation has sometimes felt at odds with needing to identify leads – even an indulgence at times – creating ‘stuff’ to hopefully create awareness in a vacuum. Our task is to make sense of everything you do through demand gen: Brand; Positioning; Messaging **and Information**.

Businesses who adopt a ‘Sense Making*’ approach to demand gen engage customers with information in a way that builds their confidence and reduce scepticism, (leading to high-quality deals).

By working closely with your marketing **and** sales teams, **we help support customer learning** through demand gen, helping them evaluate the quality of information and arrive at their own understanding about difficult issues.

* Gartner



The knotty problem of

B2B SALES ENABLEMENT

THE KNOTTY PROBLEM OF**B2B SALES ENABLEMENT**

The saying **it's a buyers' market** has never been truer than in the B2B tech sector at this moment.

But this is not a statement about economic outlook or a commentary on the valuation of the latest hyped unicorn business – we're witnessing a growing need for SME tech businesses to acknowledge, embrace **and act-upon** the fundamental changes taking place in how buyers make B2B purchasing decisions.

This **democratisation of information** has been building over the last decade as online habits **and generations** change – meaning that how we drive awareness and engagement has also changed.

TANGLED THREADS

SELLER BEWARE

A recent headline on Forbes.com observed:

“It’s a no-blink moment for today’s B2B marketers”.

– Forbes [↗](#)

As the article sets out, “buyers are taking an increasingly self-directed approach to the B2B purchase process”, adding “they’re eager to do it because of the convenience and empowerment stemming from enhanced brand experiences that they have enjoyed as consumers and – the growth of direct-to-consumer purchasing opportunities in their personal lives”.

As individuals, **we all know what that feels like** – we do it everyday online and as Forbes go on to say:

“Customers are expecting you to deliver an evolved experience, and you’ve got to rise to meet them.

*The customer is going to keep moving –
with or without you”.*

– Forbes [↗](#)

DISENTANGLED**SHOWING UP AT KEY MOMENTS**

Good content is about anticipating the needs of your audience wherever they might be on their buying journey.

Achieving this means making your business **impossible**

to ignore.

Being content ready acknowledges that your customers need help and guidance on how to make a good technology decision, not just how to choose you.

OTM's approach to sales enablement provides:

- *A cohesive brand presence to stand out from your competitors*
- *A variety of content and formats that enable easy exploration of your proposition and solutions*
- *How you meet buyer requirements to enable swift, ongoing connections*
- *All the information a buyer needs to validate your product or services*

Our goal is to provide buyers with content that demonstrates the **implications of changing provider** so that they're comfortable with making or recommending a **purchase decision.**



The tangled web of
CHANNEL MARKETING

THE TANGLED WEB OF**CHANNEL MARKETING**

It's more than likely that to date, you've not only survived, but thrived without little or no marketing spend – but with ambitious growth targets and investors now looking for a return on investment, **'marketing'** feels like a Pandora's box of tricks you're going to have to open.

Where to begin?

Experience tells us that suddenly going from zero to 100 mph makes no sense practically – and certainly not financially, but you do need to move the dial **efficiently** and **effectively** to create the value and momentum the business needs to continue its development with **proportionate performance**.

TANGLED THREADS

OMINOUS CHANNELS

“There are no exceptions. All B2B customers prefer omni-channel, no matter their industry, country, size, or customer relationship stage.”

– McKinsey and Company [↗](#)

This stark analysis published recently by McKinsey and Company is described as a wake-up call for B2B companies and it goes on to state that *“Omni-channel is now a 10* channel world”*.

Whether you prefer Omni or Multi-channel, it's clear that customers want more of them to use at their convenience, delivering a personalised and enhanced brand experience.

But with little or no marketing to date, how do you begin to scale your marketing to meet your growth ambitions? Added to this, it's accepted that using free 'organic' media and posts in your company feeds won't deliver. Paid advertising, search and post sponsorship is now required to drive growth through awareness and ultimately, customer acquisition.

*Email, In-person, Phone, Website, Procurement, Mobile app, e-Procurement portal, Video conference, Web chat, Google/web search. McKinsey & Company.

DISENTANGLED

MIRROR MARKETING

Enabling your marketing to get up and running quickly requires a proportionate and pragmatic response that can then be built upon over time.

With the advantage of insight-led **brand** and **messaging** frameworks and carefully identified audience appropriate channels, OTM is able to ensure highly differentiated, creative campaigns are tested and outcomes learnt using performance based metrics.

But a sense of pragmatism also extends to the nature of the client/agency relationship.

‘Mirror marketing’ is OTM’s agile response to businesses who are beginning to use or scale marketing. We’re able to ‘fit’ to your requirements — be that in close support to lone marketers; as a reflection of your small team for maximum efficiency — or as a self-contained unit acting within your larger company or marketing team structure.

Learn how to be **impossible to ignore**



OTM